

engagement websites and organizational identity and image, and how campus culture can be changed, one person and department at a time, to embrace community engagement as a legitimate and valued activity.

Systems to monitor and measure community engagement are likely to play a significant role in shaping university identity and image to support and reward engaged scholarship as a legitimate and valued activity. Requests for databases on community engagement are increasingly prolific, particularly as universities work to shape their responses and reputations as public serving institutions (see Weerts, 2010). Therefore, just such a database-driven website has been established at the University of North Carolina–Greensboro (UNCG).

The *Collaboratory* is an interactive database of community-engaged projects and partnerships that take place between UNCG and the community of which it is a part. It collects research-grounded data on impact area(s), main purpose(s), student involvement, type(s) of activity, expected and achieved outcomes, and organizational/individual collaborators, allowing each partner (inside or outside the university) the ability to log-in and contribute to the story of their partnership.

The audience will explore research questions with presenters to capture the value of such a system as a way to enhance sustainability and quality across the university.

References

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